

Benton County
Quit Line Data Summary
January 1 - March 31, 2003

| | County | State |
|--|-----------------|------------------|
| Number of Calls to Quit Line | N = 65 | N = 4,042 |
| Percent of Statewide Calls | 1.9% | 100.0% |
| Percent of State Population in County¹ | 2.4% | 100.0% |
| | County % | State % |
| Gender | N = 65 | N = 3,581 |
| Female | 72.3% | 62.2% |
| Male | 27.7% | 37.8% |
| Race/Ethnicity | N = 61 | N = 3,087 |
| People of Color | 13.1% | 12.9% |
| White | 86.9% | 87.1% |
| Age | N = 61 | N = 3,298 |
| Less than 18 years old | 1.6% | 1.8% |
| 18 - 24 years old | 14.8% | 14.6% |
| 25 - 34 years old | 26.2% | 23.1% |
| 35 - 44 years old | 24.6% | 27.0% |
| 45 years and older | 32.8% | 33.5% |
| Education | N = 61 | N = 3,197 |
| Did not graduate high school | 9.8% | 19.2% |
| High school graduate | 45.9% | 32.7% |
| Some college/vocational school | 37.7% | 36.6% |
| College graduate | 6.6% | 11.4% |
| Caller Type | N = 62 | N = 3,656 |
| General Information | 3.2% | 9.4% |
| Health care provider | 4.8% | 3.2% |
| Tobacco user | 91.9% | 87.4% |
| Payer Type | N = 50 | N = 2,529 |
| Insured | 50.0% | 36.7% |
| Uninsured | 24.0% | 29.6% |
| Medicaid | 26.0% | 33.7% |
| Heard About | N = 55 | N = 3,148 |
| Past caller | 14.5% | 9.1% |
| Employer/worksites | 1.8% | 0.7% |
| Health care provider | 10.9% | 24.8% |
| Television | 32.7% | 18.3% |
| Outdoor advertisement (billboard/bus/wall) | 1.8% | 4.9% |
| Targeted mailing | 0.0% | 0.2% |
| Great Start | 0.0% | 0.1% |
| Radio | 3.6% | 1.9% |
| Newspaper/Magazine | 0.0% | 2.5% |
| Brochure/Newsletter | 5.5% | 8.2% |
| Family or friend | 23.6% | 24.2% |
| Health Department | 5.5% | 4.5% |
| School | 0.0% | 0.7% |